

Application No.: 09/788,646  
Attorney Docket No. 52493.000127

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OCT 09 2007

WHAT IS CLAIMED IS:

1. (Currently amended) A method for providing state specific sales-related data relating to insurance, over a network, the sales related data being forwarded from a supplier to a broker and being customized for the broker, the method comprising the steps of:

receiving, at a supplier, a request for sales-related data from a user associated with a broker, the request for sales related data being transmitted from a broker network address of the broker, the broker network address being utilized by the user for the transmission of the request for sales-related data;

accessing broker information, at the supplier, from a broker information database based on the broker network address;

displaying, to the user, at least a portion of the broker information with at least a portion of insurance related information;

receiving, at the supplier, request-related information from the user;

accessing state related information, at the supplier, that includes at least one of the user's state of residence and the state in which the broker is licensed; and

generating the sales-related data, at the supplier, based on the received request-related information and based on the state related information.

2. (original) The method of claim 1 further comprising the steps of:

asking the user to select the user's state of residence; and

receiving the user's state of residence selection,

wherein the step of generating the sales-related data includes the sub-step of determining the sales-related data to generate based on the user's state of residence selection.

3. (original) The method of claim 2 further comprising the steps of:

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receiving a request from the user to send an email to a broker;

transmitting an email to a first email address of the broker if the user's state of residence selection corresponds to a state in which the broker is licensed to do business; and

transmitting an email to a second email address of the broker if the user's state of residence selection does not correspond to a state in which the broker is licensed to do business.

4. (withdrawn) The method of claim 3 further comprising the step of comparing the user's state of residence selection with a list of states in which the broker is licensed to do business.

5. (withdrawn) The method of claim 1 wherein the step of receiving the request-related information from the user comprises the sub-step of receiving lifestyle information from the user.

6. (withdrawn) The method of claim 5 wherein the lifestyle information comprises at least one of a criminal record, a record of drug use, a record of alcohol use, a record of tobacco use, a record of engaging in high risk activities, a record of engaging in dangerous activities, a cholesterol level, and a blood pressure level.

7. (original) The method of claim 1 wherein the step of receiving the request-related information from the user includes receiving at least one of a date of birth, a state of residence, a height, a weight, a gender, a type of product desired, and a country of citizenship.

8. (original) The method of claim 1 further comprising the step of determining the sales-related data based on the received request-related information.

9. (withdrawn) The method of claim 8 wherein the step of determining the sales-related data includes a sub-step of using a lookup table.

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10. **(withdrawn)** The method of claim 8 wherein the step of determining the sales-related data includes a sub-step of applying a plurality of predetermined rules to the request-related information.

11. **(withdrawn)** The method of claim 1 wherein the sales-related data comprises an insurance quote.

12. **(original)** The method of claim 1 further comprising the step of requesting the request-related information from the user and returning an error message if the user fails to appropriately provide any portion of the request-related information.

13. **(original)** The method of claim 1 further comprising the step of requesting the request-related information from the user and returning the user to a request-related information form if the user fails to appropriately provide any portion of the request-related information.

14. **(original)** The method of claim 1 further comprising the step of determining an eligibility of the user from the request-related information and displaying a decline message if the request-related information indicates that the user is not eligible to purchase any one of a plurality of the available products.

15. **(withdrawn)** The method of claim 1 further comprising the step of displaying a targeted message if an entry in a field of the request-related information matches a stored entry of a field in a database.

16. **(original)** The method of claim 1 wherein the broker information comprises broker contact information.

17. **(withdrawn)** The method of claim 1 further comprising the step of writing data regarding the user to a visitor\_tracking\_table.

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18. **(withdrawn)** The method of claim 17 further comprising the step of generating a report based on data in the visitor\_tracking\_table.

19. **(withdrawn)** The method of claim 1 further comprising the step of receiving a product selection from the user, and wherein the step of generating the sales-related data includes a sub-step of generating the sales-related data based on the received product selection.

20. **(withdrawn)** The method of claim 1 further comprising the step of determining the broker address from the user request for sales-related data.

21. **(Currently amended)** A system for providing state specific sales-related data relating to insurance over a network, the sales related data being forwarded from a supplier to a broker and being customized for the broker, the system comprising:

means for receiving, at the supplier, a request for sales-related data from a user associated with a broker, the request for sales related data being transmitted from a broker network address of the broker, the broker network address utilized by the user for the transmission of the request for sales-related data;

means for accessing broker information, at the supplier, from a broker information database based on the broker network address;

means for displaying, to the user, at least a portion of the broker information with at least a portion of insurance related information;

means for receiving, at the supplier, request-related information from the user;

means for accessing state related information, at the supplier, that includes at least one of the user's state of residence and the state in which the broker is licensed; and

means for generating the sales-related data, at the supplier, based on the received request-related information and based on the state related information..

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22. (original) The system of claim 21 further comprising:  
means for asking the user to select the user's state of residence; and  
means for receiving the user's state of residence selection,  
wherein the means for generating the sales-related data includes means for determining  
the sales-related data to generate based on the user's state of residence selection.
23. (original) The system of claim 22 further comprising:  
means for receiving a request from the user to send an email to a broker;  
means for transmitting an email to a first email address of the broker if the user's state of  
residence selection corresponds to a state in which the broker is licensed to do business; and  
means for transmitting an email to a second email address of the broker if the user's state  
of residence selection does not correspond to a state in which the broker is licensed to do  
business.
24. (original) The system of claim 22 further comprising means for comparing the  
user's state of residence selection with states in which the broker is licensed to do business.
25. (withdrawn) The system of claim 21 further comprising means for determining  
the sales-related data based on the received request-related information.
26. (withdrawn) The system of claim 25 wherein the means for determining the  
sales-related data comprises a lookup table means.
27. (withdrawn) The system of claim 25 wherein the means for determining the  
sales-related data includes means for applying a plurality of predetermined rules to the request-  
related information.

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28. (original) The system of claim 21 further comprising means for requesting the request-related information from the user and means for returning an error message if the user fails to appropriately provide any portion of the request-related information.

29. (original) The system of claim 21 further comprising means for requesting the request-related information from the user and means for returning the user to a request-related information form if the user fails to appropriately provide any portion of the request-related information.

30. (original) The system of claim 21 further comprising means for determining an eligibility of the user from the request-related information and means for displaying a decline message if the request-related information indicates the user is not eligible to purchase any one of a plurality of available products.

31. (withdrawn) The system of claim 21 further comprising means for displaying a targeted message if an entry in a field of the request-related information matches a stored entry of a field in a database.

32. (withdrawn) The system of claim 21 further comprising means for receiving a product selection from the user, and wherein the means for generating the sales-related data includes means for generating the sales-related data based on the received product selection.

33. (withdrawn) The system of claim 21 further comprising means for writing data regarding the user to a visitor\_tracking\_table.

34. (withdrawn) The system of claim 33 further comprising means for generating a report based on data in the visitor\_tracking\_table.

35. (original) The system of claim 21 further comprising means for determining the broker address from the user request.

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36-52. (canceled)

53. (Previously presented) The method of claim 1, the broker network address is a URL.

54. (Currently amended) A method for providing state specific sales-related data relating to insurance, over a network, the sales related data being forwarded from a supplier to a broker and being customized for the broker, the method comprising the steps of:

receiving, at a supplier, a request for sales-related data from a user associated with a broker, the request for sales related data input from a broker network address of the broker, the broker network address being utilized by the user to submit the request for sales-related data;

accessing broker information from a broker information database based on the broker network address;

displaying, to the user, at least a portion of the broker information with at least a portion of insurance related information;

receiving request-related information from the user;

accessing state related information that includes at least one of the user's state of residence and the state in which the broker is licensed; and

generating the sales-related data based on the received request-related information and based on the state related information; and

the method further comprising the steps of:

asking the user to select the user's state of residence; and

receiving the user's state of residence selection,

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wherein the step of generating the sales-related data includes the sub-step of determining the sales-related data to generate based on the user's state of residence selection; and

the method further comprising the steps of:

receiving a request from the user to send an email to a broker;

transmitting an email to a first email address of the broker if the user's state of residence selection corresponds to a state in which the broker is licensed to do business; and

transmitting an email to a second email address of the broker if the user's state of residence selection does not correspond to a state in which the broker is licensed to do business.

55. (Currently amended) A system for providing state specific sales-related data relating to insurance over a network, the sales related data being forwarded from a supplier to a broker and being customized for the broker, the system comprising:

means for receiving, at the supplier, a request for sales-related data from a user associated with a broker, the request for sales related data input from a broker network address of the broker, the broker network address utilized by the user to submit the request for sales-related data;

means for accessing broker information from a broker information database based on the broker network address;

means for displaying, to the user, at least a portion of the broker information with at least a portion of insurance related information;

means for receiving request-related information from the user;

means for accessing state related information that includes at least one of the user's state of residence and the state in which the broker is licensed; and



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means for generating the sales-related data based on the received request-related information and based on the state related information; and

the system further comprising:

means for asking the user to select the user's state of residence; and

means for receiving the user's state of residence selection,

wherein the means for generating the sales-related data includes means for determining the sales-related data to generate based on the user's state of residence selection; and

the system further comprising:

means for receiving a request from the user to send an email to a broker;

means for transmitting an email to a first email address of the broker if the user's state of residence selection corresponds to a state in which the broker is licensed to do business; and

means for transmitting an email to a second email address of the broker if the user's state of residence selection does not correspond to a state in which the broker is licensed to do business.